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U. S. DEPARTMENT OF AGRICULTURE

**OCTOBER
1963**

**FOOD STAMP
PROGRAM**



FOOD GUIDE

U. S. DEPT. OF AGRICULTURE
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25 1964

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

GENERAL RECORDS

**CHEESE
MAINE SARDINES
BROILER-FRYERS
APPLES • GRAPES
CRANBERRIES
POTATOES
RICE
CORNMEAL
MARGARINE**

The **FOOD GUIDE** lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for **FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

FOR FOOD STAMP PROGRAM AREAS

CHEESE

MERCHANDISING HINTS: Stock and feature a wide assortment of all cheese varieties during the big "Cheese Festival" event--Cheddar and Swiss--Cream, Blue, Edam, Gouda, Parmesan, Cottage, Muenster, Mozzarella, Provolone, Romano, Gruyere, etc. Industry is sponsoring a heavy advertising campaign to pre-sell cheese for you.

- You can cut yourself a big slice of "cheese biz" with attractive displays, and by using tie-in techniques built around industry's "Thrifty Meal Mate" promotional techniques. Good P-O-P material is available for your use, along with a special premium deal the cheese folks are offering consumers to help boost your sales. Use top-selling Cheddar and Swiss specials to lure shoppers to your cheese case. Then sign 'em in on other varieties you're stocking with name tags and recommended use ideas.
- Small fry and grown-ups like pizza--so get cheese and the "makings" together and watch sales soar. Slices will get you more sales mileage when merchandised both from cheese case and at the meat department--with ground beef and cold cuts.

GRAPES

MERCHANDISING HINTS: Load bulk bin with only enough grapes to take care of a normal day's run. This month place heavy promotional emphasis on pre-packed "toter bag" specials. Now, be sure to choose bag sizes that fit the special you offer--ones that fill to the brim when weighed for the unit pricing you plan. Pound-and-a-half prepacks normally move well.

- Using bulk bin as centerpiece, flank with a good stock of "toter bag" fruit and feature with a jumbo price tag. Try a new merchandising wrinkle--offer mixed bagged fruit--include Thompson Seedless, Tokays, etc. Color contrast along with variety appeal should promote "pick-ups" and impulse sales galore.

RICE

MERCHANDISING HINTS: Sound, hard-hitting merchandising practices are called for during industry's "Rice Harvest Festival" time. The "Fish 'n Sea Food Parade" in October, also, offers a good tie-in sales opportunity to go with your rice promotion plans.

- A full-line floor display provides the way to top volume--and on-the-spot related item selling doubles your sales chances. In building display use decor that promotes a real "rice paddy" look. Set display off with point-of-sales pieces that reflect "mainliner" meal appeal, to inspire soup preparations, stuffings and desserts.
- Special floor display should include blue rose types, pre-cooked and instant rices--and if trade demands, saffron colored rice, too. Offset rice layout with canned chop suey and chow mein makin's--and perhaps a show of packaged raisins to plug "rice pudding" ideas.
- Go all-out for rice sales--use small extenders to feature appropriate rice types at the seafood counter--attract the "shrimpers 'n rice" trade. And "Chicken 'n Rice" sales talk at the poultry departments will get results, too.

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**DAILY
FOOD GUIDE**

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

**FRUIT AND
VEGETABLE
GROUP**

4 or more servings

**BREAD AND
CEREAL GROUP**

4 or more servings

OTHER FOODS

As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Cheese

Broiler-Fryers

Maine Sardines

Apples • Grapes

Cranberries

Potatoes

Rice

Cornmeal

Margarine

VARIETY is the KEY

BROILER-FRYERS

MERCHANDISING HINTS: These "buy-of-the-month" birds offer grocers real "pulling power" and should be merchandised well.

- Broiler-fryers keep stamp coupon shoppers flocking to your store. Special inducement pricing now can move lots of whole birds, cut-ups, and select parts. And you can bet purchases of these tender young chicks help sell lots of other groceries and chicken meal "tag-along" items, too.
- Use imagination in display planning--offer shoppers a "new look". The broiler-fryer case can be easily dressed to promote greater shopper appeal. Many colorful vegetables can be successfully merchandised with broiler-fryers--and you have a wide array of other tie-in possibilities, too. Biscuit, roll, cornbread and muffin mixes, deep fat frying oils, etc.,--make good display-mates that double up sales. And don't forget rice belongs in the act, too,--a well placed "Chicken 'n Rice" prompter sign will arouse taste-buds, and make more sales.

CRANBERRIES

MERCHANDISING HINTS: Fresh cranberries will be moving to markets this month to satisfy hungry consumer appetites. This is the preview period--the time to establish your store as "cranberry headquarters" for festive holiday meals ahead.

- Get sales "clicking" by using vertical rows of fresh cranberries as vegetable item dividers all down the produce line. Then, allot last two bins in "produce row" for a big central selling display--supplies from here can be used to replace divider pick-ups made by shoppers, also. Spot fresh pre-pack cranberries in the poultry department as partners for broiler-fryers. A loaded cart of cranberries can be utilized in the bakery department to inspire cranberry muffins and other cranberry-based bake item delights. And a token display of fresh cranberries at gelatin stocking points can multiply sales.

POTATOES

MERCHANDISING HINTS: Potatoes are big business--per capita consumption last year was around 116 pounds. Along with extra clean stacks of bulk spuds to please the "selection" trade--plan a real potato line-up featured from raised dunnage, down "bargain alley" this month. Price potatoes for "quick-on-the-draw" action--give them competitive price tags. Don't let spuds just rest in their display beds--spread 'em around the store at sure related item sales-getting points.

- Use a little "pep talk" to gain more sound customer enthusiasm. Plan selling signs to speak to customers about French fries, spud-based casseroles, baked potatoes, potato salad, etc. Team potatoes with sour cream and cheese in special display--and with deep fat frying oils. Placement of a few prepack bags at the meat, poultry and seafood counters are sure sales-getters, too.

MARGARINE

MERCHANDISING HINTS: Margarine is a wise buy for food coupon shoppers and other trade, too. With cooler weather on hand, hot cakes, waffles, biscuit and roll mixes, etc., will get a big play. Tie-in margarine with some of these items and watch sales climb. The "Better Breakfast Month" promotion is also made-to-order for full-scale merchandising plans. Plan get-together selling all month long.

CORNMEAL

MERCHANDISING HINTS: Influence economy-minded shoppers to buy more cornmeal. Team cornbread and cornmeal-based muffin mixes with margarine this month at a heavy traffic aisle. A mobile refrigerated unit featuring margarine and cut-case type stacks of cornmeal and cornmeal-based mixes will reap big returns. Excellent point of sales pieces are available to dress-up sales point and to help expand regular and impulse sales.

APPLES

MERCHANDISING HINTS: The apple profit-picking season is on. In addition to the powerful consumer-reaching "National Apple Week" promotion, big Halloween "trick or treat" sales will work cash registers overtime.

- Start the month with a PRIZE-WINNING mass display--made up of bulk and 3, 4 or 5 pound prepacks, too. Round out with baskets and boxes--put on a "big apple show." Might use fill-in canned or glass pack apple juice, apple butter and apple sauce, to liven up selling point. Position bulk offerings by alternating "Golden", "Greens" and "Reds". Color contrast invites customers over--impulse sales result. Vary merchandising approach--use a stack of pie mix and loaf cheese as sales partners at the main display. Talk apple pie, baked apples, apple sauce and apple salad with good signwork.
- Use change-of-pace selling when the Halloween promotion begins. Stick to mass layout, but get those goblins, witches and so forth to sell--decorate sales point Halloween-like. And tie-in caramel and other candied apple ingredients for kid appeal. Now don't forget to hang out those "National Apple Week" signs.

MAINE SARDINES

MERCHANDISING HINTS: Feature these tasty fish treats in an end dump at the cracker aisle. Make-shift overhead shelf space is needed to display go-with saltines and other appropriate cracker items--or perhaps loaves of bread to plug the sardine sandwich idea. Multi-can pricing along with catchy display signwork that suggests casserole-making fare, cold plate and salad fixings will accelerate sales.

MENU OF THE MONTH

Fried chicken and giblet gravy	Mashed potatoes
Chopped apple- grape salad	Buttered squash
Cranberry relish	Hot biscuits with margarine
Creamy rice pudding	
Milk	

CREAMY RICE PUDDING

3/4 cup uncooked rice
1-1/2 quarts milk
3/4 cup sugar
1/4 teaspoon nutmeg
1/2 teaspoon salt
3/4 cup seedless raisins

Combine rice, milk, sugar, nutmeg and salt. Pour into a buttered 2-1/2 quart baking dish. Bake in slow oven, 325° F. 2 to 3 hours, stirring occasionally. Stir in raisins 1/2 hour before pudding is done. Allow crust to form again on pudding. Serve hot or cold.

To reduce cooking time, cook rice 10 to 15 minutes in the milk, in top of double boiler. Then add sugar, nutmeg and salt and pour into baking dish.